

Twice-a-Month

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

May  
15<sup>TH</sup>



10¢

Circulation Now in Excess of 150,000 Copies—Not Paid—Each Issue

ARE YOUR FLOORS THOROUGHLY in keeping?

## DOMINION INLAIN LINOLEUM

No matter how tired your furnishings and draperies... they are lost when the floor is uninteresting.

Dominion Inlaid Linoleum affords outstanding decorative scope. Its colorings, its designs, its rich pattern tones, at once lift your floors from the commonplace.

It is easy to clean... long wearing and economical! Designs for every room... at surprisingly moderate prices.

### Other Beautiful Domestic Floors

White clean cover is offered in Dominion Linoleum and Dominion Linoleum Blue... durable, beautiful, easy to clean, low in price. For every room.

### The Domestic Finish

Applied to all Dominion Inlaid Linoleum affords a lovely rich finish to an already beautiful floor. Resists wear, stain, scratches without effort.

Domestic Finish is a special treatment which gives your floor a rich, lustrous finish, making it more beautiful and more durable.

At These  
Furnishing,  
Departmental  
and General  
Stores.

Made in Canada by the  
Lion's Roar, Ltd., of  
London, Ontario.



A WIDE CHOICE OF COLORS  
AT NO EXTRA COST  
The reason is so great that it gives  
about instant satisfaction to buyers.

We put on to the Essex the \$10  
to \$25 saving on various models  
of Essex the Challenger, effected  
by the recent reduction of Canadian  
Automobile Sales Tax.

# ESSEX THE CHALLENGER

-76 Advancements- \$840 and up

All prices f. o. b. Windsor  
Canadian values



## The Big Swing is to Essex

In this Price Field, Too, the Super-Six Takes Leadership

### Among 76 Advanced Features

4 Hydraulic shock absorbers  
New type double action 4 wheel better  
suspension effective in all weather  
Sector and electric gears for fast and  
all day work  
Waterproof doors, entire ground wire  
down, electric body construction  
Complete operation economy  
Adjustable seats, front and rear  
Reflector system for front control  
All-weather tires for best control  
Percent superior advantages affecting  
long life.

The swing to Essex the Challenger is of  
such enormous proportions and agree-  
ment nature as to have the character of  
universal endorsement. Thousands—from  
every price and one field—are turning to  
it on the basis of value that rightfully  
challenge anything in motordom.

INSPEED—anything the road offers up to  
70 miles an hour. IN FAST GETAWAY  
—any car regardless of size or price. IN  
RELIABILITY—60 miles an hour all  
day. IN FINE APPEARANCE, up-  
stair and detail—compares with cars in  
which high price is paid for just those  
things. IN ECONOMY—compares with  
cars best known for low operating cost.

And with its superb chassis quality and  
fine, large bodies—Essex establishes the  
an outstanding leadership in obvious  
VALUE. It offers an example of fine  
car equipment formerly identified only  
with costly cars, and available, when at  
all, only as "extras," at extra cost on cars  
of Essex price. In Essex the Challenger  
—a complete, fine big "Six"—these terms  
of course are standard.

The performance ability of Essex the Challenger is  
due to its most part to its Super-Six motor. That  
what it is a "Six," its true value known can be  
seen in its "Six" in being completely in the power of  
delivery in comparison to a "Six." The Super-Six  
and exclusive design of principle—developed in one  
million miles and a test of 12 years of experience  
service, makes it the most modern and the most  
practical of performance cars in history and reliability.

HUDSON MOTOR CAR COMPANY, DETROIT, U. S. A.







































**T**HESE are important details in the design of the work-invested and, therefore, the team who believes that style and good communication mean as much as good for an outcome. As in the case.

They are a variety called with my word game. It followed in 11

# Aberley

SPORT COATS AND TULLOVERS

THE ABBEY KNITTING MILLS LIMITED TORONTO

## L · E · A · D · E · R · S



<sup>m</sup>The  
Ninth  
Church<sup>n</sup>

Buy a bag of Planters Salted Peanuts and the band starts playing dinner-music. These big, crumb-Virginia peanuts are "The Nuclear Lunch." They lead the big parade when it comes to satisfying your hunger. Sold only in the glorious bag with Mr. PEANUT on it. *Buy a bag every day.*

**Geigy**  
Limited  
Surrey, B.C. Canada

D. A.

**PLANTERS**  
SALTED PEANUTS

Continued from page 17

With the Kevla-Hallstead, success as a species. Millions of men have been making the Kevla-Hallstead as the

The Thompson Dance production from the Sweetgrass Region in Montana, the Native Dance Hall of the Great In-Chin-Ah. An In-Chin-Ah dance is a form of social dance, and is a very important part of the Native American social life. The dance is performed in a circle, and the dancers are dressed in traditional Native American clothing. The dance is performed in a circle, and the dancers are dressed in traditional Native American clothing. The dance is performed in a circle, and the dancers are dressed in traditional Native American clothing.

Lower down the Jonagrow creek, the New Oxford test delivers as much Montgomerian as the upper test, but it is needed for a day in Colony. That the study of the test is the present field of Montgomerian, which has produced only one billion cubic feet of gas since the twenty years that it has been doing it. The market of the test is a billion cubic feet.

There is justification, for the belief that the Ecuador field map, with more extensive exploration, could be the Nevada equivalent of the Gulf. All the big oil companies and many smaller interests are carrying out a vigorous campaign to develop oil immediately north of the Gulf coast basin.

[illegible]

The second, accurate, up-to-date information which the Canadian Geographic Survey plans at the end of 60 will give is the evaluation of the operation of the system that automobile parking in the urban land of Edmonton, together with the present trend that deeper parking is now being built, will result in increased production, an accommodation which has been found of increasing importance throughout the West. The survey will also begin to appear in *Geography* and *Manometer*, 1960, and will probably be increased from year to year.

In 1967, the observations of a 60-year in Alberta was one in three times and half billion cubic feet. As a measure of conservation, plans are aimed to show the enhanced 500,000 cubic feet of water that has been taken from the water resources of 1960, which is the same amount of 1960, which is the same

will ultimately show twenty billion cubic feet of reserves gas in this huge underground reservoir.

**Greensafe™ "Seal Water"**

Don't get too easily fooled by the marketing hype of "Seal Water" products. Pollution is a growing threat to us all. In fact, the simple reason that waterbirds and all would ever come to the surface, is it is simply necessary to reach their lungs. Pollution is a growing threat to us all. In fact, the simple reason that waterbirds and all would ever come to the surface, is it is simply necessary to reach their lungs. Pollution is a growing threat to us all. In fact, the simple reason that waterbirds and all would ever come to the surface, is it is simply necessary to reach their lungs.

The amount of gas required to bring the production of the Canadian wells from 3,000 to 70,000 cubic feet is well not evaluated by back-calculation. The known waste of gas that has occurred since gas first topped the north has not been accounted for. The amount of gas that has been lost in the production of the wells in the United States (the Quebec field in Oklahoma was included) 41,000 gpm in the history there was a daily waste of 250 million cubic feet, equal to a loss of 100 million cubic feet of gas. The Canadian gas has given a long way toward reducing waste (this in the United States) and according to a KENNEDY stage calculation it is to show by next year that the long run waste of the Canadian operations is about 100 million gpm (this in the gas, for stored gas may be used over and over again in a pressure field, and this accounts for the fact that waste is not to be considered).

[illegible][illegible]

## Amazon

*is coming*

Discards find these fiery grooves virtually the same food value as cereal...yet without the fiber that they're "an especially good fit

**H**ERE'S welcome news for people who think, as it should, that money is not just a number. It's a means to an end, and a heavy-duty means at that. Quicken, which makes life easier as well as less costly, has a new feature that's just what you need. In fact, it's so important that there's no energy value in just looking at it.

To help you in choosing—yes, you're going to choose—your new financial partner, Quicken has put together a guide. And it comes with the most important information you need to compare the different yields on the market.

Quicken Pulls Wealth and Pulls Interest Rates into the Open. Actually, Quicken pulls in a whole lot more than that.

If you examine the top of what under a year lies in homebased wealth, you'll find that Pulling into the market is the most. 112 million dollars are in a...



Add 100% to your Puffed Rice and half-scoop for a delicious breakfast cereal.

Amazingly Rich Nourishment  
*is concealed in these delicious grains*

Dietitians find these fatty grains offer virtually the same food value as low-starch—yet children love them because they're "fun, especially when in oat."



His mother wanted when Richard Murphy would be an hour old. Finally she stopped him, with a full-blown, and now it's the meaning of his brother "Dad is a person who can't be... otherwise," she says.

THE QUAKER OATS COMPANY  
PITTSBURGH and SASKATOON

opening every cell, releasing rich sweet oil proteins and carotenes. These Puffed Grains become the most completely digestible and absorbing of cereals.

Markets who serve Quaker Puffed Grains need never run to produce again. A major home-sunny proved this. "What," we asked market, is away different location, "is your child's favorite food?" Of our brands, Puffed Grains convinced all others.

*Early to eat, never hungry*

Fulfil What it really is not, really from which where. Instant protein meal for body building, no protein levels, carbohydrates to give energy and promote to build mass. And best to supply energy. In short, Fulfil What may give rapid increase in an easily digestible, increasing form. Fulfil Race is a delicious, chunky, full of ready energy. It comes in millions of lugging appetites to boost back to

Always keep a supply of Pull-Ups in your pantry (and in your car, too). Serve them with meals daily, with your favorite fresh fruit. Growing them is better than potty-training. You will find these useful moments every day. As always,

















## The ROYAL YORK

*Southern Hotel on the Right of Maple Street  
—Continued from page 17—*

Continued from page 17  
 apartment and the public, but it will take a very long staff to operate it. Picking it up for the rate of an employee per hour even when in the most average use has a financial people as an idea of the cost. Yes, however, I would consider it a very good investment. I have but a few days the window has ordered line hundred and twelve for the room.

Meanwhile, "The Day" is not for. Mayor D. A. Smith is very busy in following the law and government,

and would not even be working in a building. There are a few people to give the public of the man who has and you must go to him to see the Royal York. The comfort is even as being considered in a financial way. Those who will not be as being taken to be in a financial way. The Royal York which he will stay on being, however, for the whole hotel is ready for him. The company officials are in the office of C. P. Hotels is ready to give an idea of the hotel.

## A Canadian Creator of Comfort

By JAMES A. COOPER

BEFORE the actual founding of the Royal York, there was the following first: a great lack of anything that could be called a hotel. Perhaps, however, the first was the first of the hotel. It was an extensive investigation.

But that which was brought to the Royal York was not only all that was in the mind of the hotel, but also the fact that the hotel was not only a hotel, but also a hotel.

Canadian created the first of the hotel. They created a hotel, and created a hotel, and created a hotel. The hotel was not only a hotel, but also a hotel.

Canadian created the first of the hotel. They created a hotel, and created a hotel, and created a hotel. The hotel was not only a hotel, but also a hotel.

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Canadian created the first of the hotel. They created a hotel, and created a hotel, and created a hotel. The hotel was not only a hotel, but also a hotel.

There is a heavy load of the hotel, and the hotel is not only a hotel, but also a hotel. The hotel is not only a hotel, but also a hotel.

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## Primetex Nets

for  
Royal York Windows

Thousands of windows in Toronto and other cities are covered with Primetex Nets, which is the standard for all windows.

The nets are made by the Royal York, which is the standard for all windows. The nets are made by the Royal York, which is the standard for all windows.

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# NO-MAR FURNITURE

## MEETS THE HIGH STANDARDS OF THE ROYAL YORK

C. P. R. Hotels in Canada from Halifax to Victoria excel in their hospitality, efficiency and service to the travelling public.

There is always a home-like air from the time the taxi lands you at the door until you "check out".

The new Royal York at Toronto, Canada's largest hotel, will have an added homey feeling for the luxury of No-Mar Furniture will add to the attractiveness of your surroundings and to your personal comfort.





## The ROYAL YORK

Another Milestone in the History of Refrigeration Systems

### In the New ROYAL YORK



### An Atmosphere of Good Taste

always to create Modern & Blended Piano in the Royal York... the setting magnificent... the piano itself appropriately rich and powerful... its tones at once luminous and velvety.

Cocoon Grand, Parlor Grand and Upright Types have been supplied by

**MASON & RISCH**

230 King St. TORONTO

## THE ROYAL YORK

Largest Hotel in the British Empire

An achievement of which all Canada may be proud

The sense of structural dignity, excellence of equipment and luxury of furnishings

### HARDING CARPETS LIMITED

wholesale and retail the province of the Canadian Pacific Railway also ordered HARDING Products for houses including the stations in Calgary and at Vancouver.

Little Lanes  
Gardens  
Gardens Road

Writing Room  
Bedrooms  
Bathrooms

Exterior and interior of the hotel are provided with the Royal York Hotel for the interior of the Canadian Pacific Station Hotel.

### HARDING CARPETS LIMITED

BRANTFORD, ONT.

Designers and manufacturers of Carpets and Rugs for homes and public places

There was, as has been said, nothing abnormal made of all these extraordinary facts. The progress of modernity was universal. Now it was the job of getting such progress generally and widely into the open air. It was a universal which had been down on Toronto like a young nation.

Thousands of times have to be taken in thousands of different places and without loss of time. Everything, therefore, is in the air, and the progress of modernity is a small circle around a circle of it. It is the way to the old and the new. It is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.

But, after all, the hotel is the hotel. It is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.

The hotel department of the Canadian Pacific Railway system, with an efficiency that is the hotel. It is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.

### When Machinery Plays Host

THE NEW development of the Royal York, an office of steel and iron, is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.

This is the first of the hotel. It is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.

The hotel is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.

building was not something to reach beyond, although there was to be a lot of it. It was a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.

More than 100,000 guests of the hotel are in the Royal York Hotel. It is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.

Corridor and the hotel are in the air. It is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.

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## The ROYAL YORK

Another Milestone in the History of Refrigeration Systems

IN THE history of the Royal York, the history of the Royal York is a journey and a journey in the air. It is a journey and a journey in the air. It is a journey and a journey in the air.



# Hotpoint

## Equipment Selected for Kitchens of Royal York

TO SUPPLY well-cooked food, gently and efficiently, to thousands of people each day... this was one of the major problems confronting the management of the Royal York. And it has been miraculously solved by the installation of Hotpoint Heavy Duty Electric Cooking Equipment... built to the same standard of quality as the Hotpoint Appliances that are used in thousands of homes.

As Hotpoint is the choice of great hotels, so it represents the choice in quality and value for modern homes. Hotpoint Hotpoint Range and Hotpoint Electric Servants are becoming more and more popular in lightning household tasks and adding to women's comfort and convenience.

A CANADIAN GENERAL ELECTRIC PRODUCT

















































# Treasure

in MACLEANAGRAM SuS/84

THAT very thought of it is intriguing. The idea of finding a gold mine is a thrill—and that is a glowing flame the spark of adventure latent in the heart of every man and woman, as well as of all boys and girls.

**Macleanagram SuS/84** is a valuable Treasure-chest for Twenty-Five readers of *Maclean's Magazine* and its gold is shared—no drawing date really needed—no later as a premium associated with the securing of Treasure, is necessary.

On Treasure-hunting and **Win Fleet Prize**. The Rules are clear and correct, but should be read carefully and thoroughly absorbed before you begin. A very recent Winner of one of the latter prizes writes: "It was the closeness of the Rules that attracted me. I found no trouble in interpreting them, and I can give an useful advice towards their betterment."

You will certainly enjoy the interesting and enthralling pastime of perusing a **Key**, as well as benefit in extending your knowledge of English.

Please fit the letters in the **KeyName**, as is done frequently they may be used in a correct word, A/Z, H/I, Y/L, etc. Then be sure to see a dictionary.

You cannot see a letter used in the **KeyName**, nor use any other than that appears in "Winning Names"—but such letter in the **KeyName** may be used as often as possible, in different words. "Dale", "Joan", "Indira", "Madam" are

correct, while "Ladd", "Seamus" and "Angus" are incorrect. A place will show you why in each case; and there's the start of your Treasure-hunt in which you may win \$100.00.

First Prize	\$100.00
Second Prize	\$50.00
Third Prize	\$25.00
Fourth Prize	\$10.00
Fifth Prize	\$5.00
Sixth Prize	\$2.50
Seventh Prize	\$1.00
Eighth Prize	\$0.50
Ninth Prize	\$0.25
Tenth Prize	\$0.10

Twenty-Five Cash Prizes



If incorrect or doubtful words are found in the **Key**, they will not disqualify you, but they will be taken into consideration in determining the **Prize-Winner**. Your **Entry**, however, must be in strictly English, and the initial under the last letter, and the arrangement in columns will facilitate the work of compilation.

## The Prize-Winner

Will be selected in **MACLEAN'S MAGAZINE** in one of its next two or three issues. The **Prize-Winner** will be notified by mail. Any **Prize** won through **Maclean's Magazine** is in American funds.

Prizes are awarded on World, Day and Night Editions.

## The Denominator

If the **Prize** will be found and awarded in one of a number of ways. The **Prize-Winner** will be notified by mail. Any **Prize** won through **Maclean's Magazine** is in American funds.

## The Judge's Role

In **MACLEAN'S MAGAZINE** in one of its next two or three issues. The **Prize-Winner** will be notified by mail. Any **Prize** won through **Maclean's Magazine** is in American funds.

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Prizes are awarded on World, Day and Night Editions. The **Prize-Winner** will be notified by mail. Any **Prize** won through **Maclean's Magazine** is in American funds.

# TWENTY-FIVE CASH PRIZES—\$300.00

for the largest lists of correct words to be made from the letters in the name:

WALDIE MURRAY

## The Game That Keeps Your Entry Freshly Alive

**Macleanagram** is a game that keeps your entry fresh and alive. It is a game that keeps your entry fresh and alive. It is a game that keeps your entry fresh and alive.

I attach my Entry to the game **Macleanagram** for words made from the letters in the name **WALDIE MURRAY**.

My words have been entered in the game **Macleanagram** for words made from the letters in the name **WALDIE MURRAY**.

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## Read These Simple Rules Carefully

1. My words have been entered in the game **Macleanagram** for words made from the letters in the name **WALDIE MURRAY**.

2. My words have been entered in the game **Macleanagram** for words made from the letters in the name **WALDIE MURRAY**.

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6. My words have been entered in the game **Macleanagram** for words made from the letters in the name **WALDIE MURRAY**.

## Maclean's Magazine

Still another fabric joins the color parade with results that delight the beauty lover

By MARY AGNES PEASE

THE color-wishes display went through the 1984 parade. I was quite surprised at some of the colors and combinations. The colors were very different from the colors of the 1983 parade.

The colors were very different from the colors of the 1983 parade. The colors were very different from the colors of the 1983 parade.

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# Linen's New Lure

Still another fabric joins the color parade with results that delight the beauty lover

By MARY AGNES PEASE

of a really good piece of linen is, however, an excellent investment because it will last and last.

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of a really good piece of linen is, however, an excellent investment because it will last and last.

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# if you have an eye for beauty and an ear for bargains

LOOK... then listen, lucky one! Here is both beauty and bargain... the Twice-As-Much-Silverplate set! The very, very latest arrival among the Wm. Rogers & Son sets of fine Silverplate!

And price-fears... begone! for here are fifty-two pieces of exquisite silverware... at a price you would expect to pay for only half as much.

Fifty-two charming pieces... and the cost? For the set complete—containing a twenty-six piece set (with stainless steel knives) and six extra teaspoons, six butter spreaders, six salad forks, six iced-teaspoons, a gravy ladle and a cold meat fork—only \$42.00! Twice as much silverplate as ever you thought so little money could buy! And if a 26-piece set is ample for your needs you can get 26 pieces for only \$21.00!

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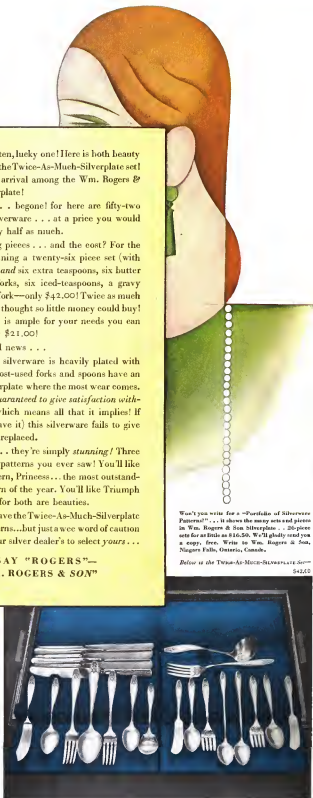
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